



# Station Buy Detail Salt Lake City, TV

Est ID: 11757

Client: Matheson for Congress 2012

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

## KSL-TV

| Program Name                                  | DP | Days | Length | Rate       | Mon       | Tue       | Wed       | Thu       | Fri       | Sat       | Sun       | Total |
|---|----|------|--------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
|   |    |      |        |            | Sep<br>10 | Sep<br>11 | Sep<br>12 | Sep<br>13 | Sep<br>14 | Sep<br>15 | Sep<br>16 |       |
| KSL 5a News                                   | EM | M-F  |        | \$15.00    | 1         | 1         | 1         | 1         | 1         |           |           | 5     |
| 5:00 AM - 6:00 AM                             |    |      | 30     | \$75.00    |           |           |           |           |           |           |           |       |
| KSL 6a News                                   | EM | M-F  |        | \$325.00   | 1         | 2         | 1         | 1         | 1         |           |           | 6     |
| 6:00 AM - 7:00 AM                             |    |      | 30     | \$1,950.00 |           |           |           |           |           |           |           |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |      |        |            |           |           |           |           |           |           |           |       |
| Today Show                                    | EM | M-F  |        | \$900.00   |           |           | 1         |           |           |           |           | 1     |
| 7:00 AM - 8:00 AM                             |    |      | 30     | \$900.00   |           |           |           |           |           |           |           |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |      |        |            |           |           |           |           |           |           |           |       |
| Today Show                                    | EM | M-F  |        | \$525.00   | 1         |           |           | 1         |           |           |           | 2     |
| 8:00 AM - 9:00 AM                             |    |      | 30     | \$1,050.00 |           |           |           |           |           |           |           |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |      |        |            |           |           |           |           |           |           |           |       |
| Today II                                      | DT | M-F  |        | \$100.00   |           |           | 1         |           |           |           |           | 1     |
| 9:00 AM - 10:00 AM                            |    |      | 30     | \$100.00   |           |           |           |           |           |           |           |       |
| Sunday 9a News                                | EM | Su   |        | \$40.00    |           |           |           |           |           |           | 1         | 1     |
| 9:00 AM - 9:30 AM                             |    |      | 30     | \$40.00    |           |           |           |           |           |           |           |       |
| Rachael Ray                                   | DT | M-F  |        | \$60.00    |           | 1         |           | 1         | 1         |           |           | 3     |
| 10:00 AM - 11:00 AM                           |    |      | 30     | \$180.00   |           |           |           |           |           |           |           |       |
| KSL Noon News                                 | DT | M-F  |        | \$85.00    | 1         |           | 1         |           |           |           |           | 2     |
| 12:00 PM - 1:00 PM                            |    |      | 30     | \$170.00   |           |           |           |           |           |           |           |       |
| Katie Couric                                  | EF | M-F  |        | \$225.00   | 1         | 1         | 1         | 1         | 1         |           |           | 5     |
| 4:00 PM - 5:00 PM                             |    |      | 30     | \$1,125.00 |           |           |           |           |           |           |           |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |      |        |            |           |           |           |           |           |           |           |       |
| KSL 5p News                                   | EN | M-F  |        | \$575.00   | 1         | 1         | 1         | 1         | 1         |           |           | 5     |
| 5:00 PM - 5:30 PM                             |    |      | 30     | \$2,875.00 |           |           |           |           |           |           |           |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |      |        |            |           |           |           |           |           |           |           |       |
| Saturday 6p News                              | EN | Sa   |        | \$100.00   |           |           |           |           |           | 1         |           | 1     |
| 6:00 PM - 6:30 PM                             |    |      | 30     | \$100.00   |           |           |           |           |           |           |           |       |
| KSL 6p News                                   | EN | M-F  |        | \$650.00   | 2         | 1         | 1         | 1         | 2         |           |           | 7     |
| 6:00 PM - 6:30 PM                             |    |      | 30     | \$4,550.00 |           |           |           |           |           |           |           |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |      |        |            |           |           |           |           |           |           |           |       |
| KSL 6:30p News                                | EN |      |        | \$575.00   | 1         | 1         | 1         | 1         |           |           |           | 4     |
| 6:30 PM - 7:00 PM                             |    |      | 30     | \$2,300.00 |           |           |           |           |           |           |           |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |      |        |            |           |           |           |           |           |           |           |       |

KSL-TV

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

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Craig Lewis

55 N 300 W KSL Broadcast House Salt Lake City UT

Page 1 of 2



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|---|----|--------|-------------|--------|--------|--------|--------|--------|--------|--------|-------|
|   |    |        |             | Sep 10 | Sep 11 | Sep 12 | Sep 13 | Sep 14 | Sep 15 | Sep 16 |       |
| KSL 10p News                                  | LN | M-F    | \$900.00    | 1      | 2      | 1      | 1      | 2      |        |        | 7     |
| 10:00 PM - 10:35 PM                           |    | 30     | \$6,300.00  |        |        |        |        |        |        |        |       |
| Saturday 10p News                             | LN | Sa     | \$1,600.00  |        |        |        |        |        | 1      |        | 1     |
| 10:00 PM - 10:35 PM                           |    | 30     | \$1,600.00  |        |        |        |        |        |        |        |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |        |             |        |        |        |        |        |        |        |       |
| Sunday 10p News                               | LN | Su     | \$3,200.00  |        |        |        |        |        |        | 1      | 1     |
| 10:00 PM - 10:35 PM                           |    | 30     | \$3,200.00  |        |        |        |        |        |        |        |       |
| Sold out at LUR per KSL. Move to L1 to clear. |    |        |             |        |        |        |        |        |        |        |       |
| Tonight Show                                  | LF | M-F    | \$100.00    |        |        |        | 1      |        |        |        | 1     |
| 10:35 PM - 11:37 PM                           |    | 30     | \$100.00    |        |        |        |        |        |        |        |       |
| Station Totals                                |    |        | \$26,615.00 | 10     | 10     | 10     | 10     | 9      | 2      | 2      | 53    |
| Station Net                                   |    |        | \$22,622.75 |        |        |        |        |        |        |        |       |

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Page 2 of 2